

Public Relations Internship Job Description

Organization: Bottom Line Marketing & Public Relations is located at 600 W. Virginia St., Suite 100, Milwaukee, WI 53204

Firm Description: Bottom Line Marketing & Public Relations is a growing team of professional communicators who produce exciting work, generate exceptional results and are a true pleasure to do business with. Our work philosophy is to:

- **Use our heads** to work smart.
- **Trust our hearts** to know what is right.
- **Do quality work** because it's a reflection of who we are.
- **Have fun** because it recharges our hearts and souls.
- **Make money** because it's necessary.

Requirements/Skills: Public relations interns will be actively enrolled in, or a recent graduate of, a university public relations, marketing, advertising or other related program. Current students will preferably have at least sophomore standing. The individual must demonstrate the ability to undertake basic public relations writing assignments, and possess an understanding of basic media relations skills, an ability to interact professionally with clients, and good judgment. A working knowledge of computers, as well as word processing and database management software is necessary. The public relations intern will be mentored by the public relations specialist and public relations counselor. The public relations specialist will help the intern prioritize tasks and focus on multiple projects and deadlines simultaneously. Interns will work between 15-25 hours a week. Summer interns will work 40 hours per week. Prior relevant experience is preferred.

Responsibilities: We are looking for a **paid** intern to work with us on a wide variety of client projects. The intern:

- Drafts basic public relations materials including news releases, media alerts, fact sheets, client meeting summaries, status reports and other materials as directed.
- Carries out special and media event planning activities and arrangements as outlined by the public relations specialist or counselor.
- Attends and participates in client meetings, media training sessions, presentations, traffic meetings and brainstorming sessions as directed.

- Assists with the development and updating of media lists and other databases, including client, marketing, prospect and administrative databases. Other tasks include database creation, data entry and update additions and corrections. The intern will provide data output in the form of letters, fax lists, data lists and other reports as requested by account staff.
- Assists with the distribution of client information/materials or the firm's marketing materials. Also ensures completeness and accuracy of information and assists with the management of destination lists, and coordination of fax, mailing or broadcast fax activities. In addition, conducts appropriate follow up when necessary.
- Assists with the management of outside vendors to successfully complete outside work, including, but not limited to printing of materials, renting of audio/visual equipment, photography, graphic arts services or supplying needed products.
- Assists with administrative duties including fax processing, sorting, collating, stuffing envelopes, mailings and other administrative functions as assigned.
- Assists with the management of newspaper and periodical inventories for easy access.
- Completes time slips daily, with the express goal of maintaining 95-100% client billable time, reviews and responds to all administrative duties and activities as assigned in a timely fashion.
- Supports the firm's efforts by drafting new client releases and performing research activities.
- Assists firm staff with other client, business development and firm management projects as needed.

To Apply: Please send a cover letter, resume and **writing samples** to:

Nicole Singer, PR Specialist
Bottom Line Marketing & Public Relations
600 W. Virginia St., Suite 100
Milwaukee, WI 53204
or E-mail: nsinger@blmpr.com

No phone calls please.

Rolling Deadlines:

Fall Internships: August 25